

2013 Resident Survey Results



Process

Survey vendor



Methodology

Survey type	Random sample, scientific survey
Assessment method	Mail and online
Sample size	3,000 homes
Timing	May 1 – June 5, 2013
Survey size	120 questions on 5 pages
Completed surveys	986 (1,076 in 2012)
Response rate	34% (37% in 2012)
Margin of error	+/-3%
Cost	\$21,725 (\$11,605 to be paid by State)
Additional services	Expanded mailing, custom benchmarks, demographic and geographic comparisons, online option

Question focus areas



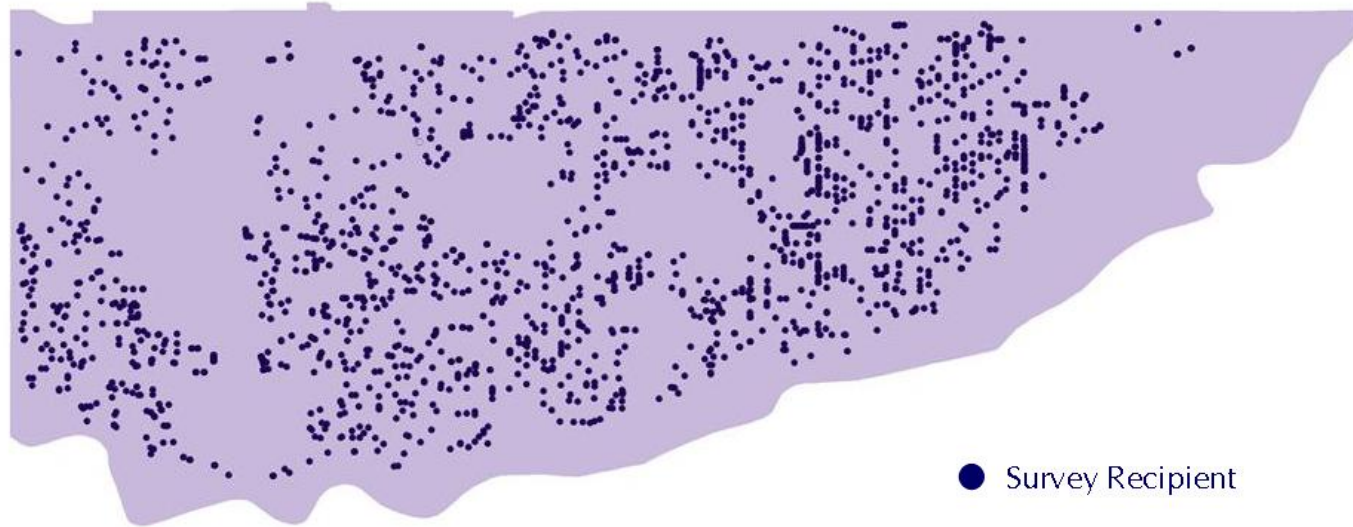
Benchmark comparisons

1. NRC database – 500 jurisdictions
2. Selected cities – 21 jurisdictions:

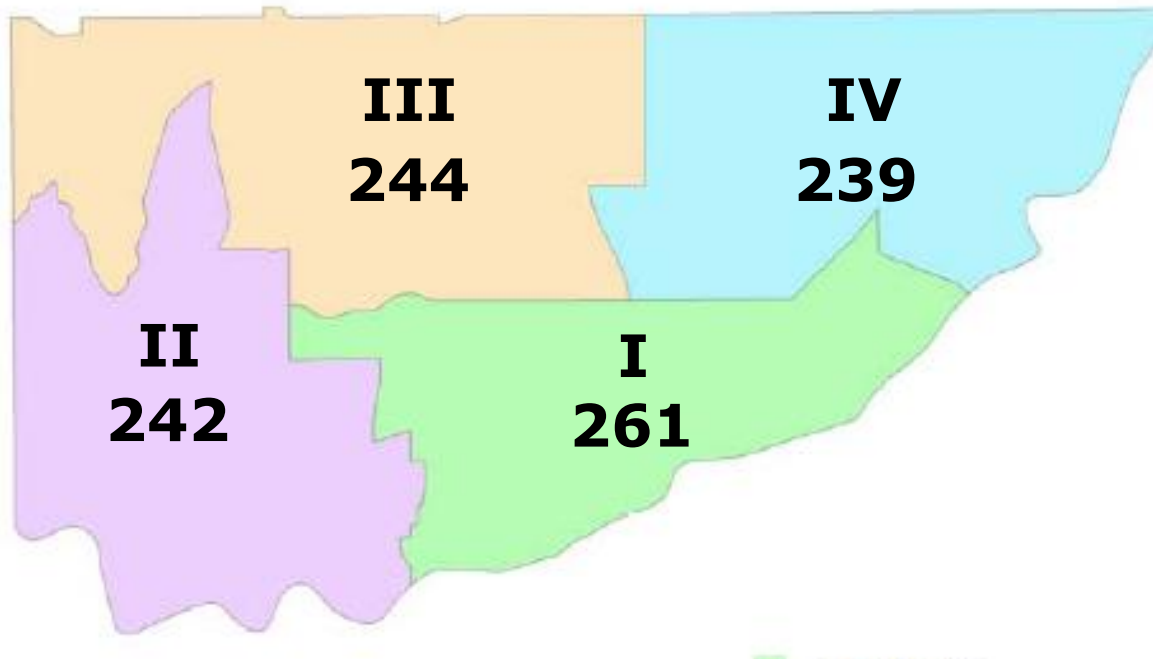
Scottsdale, AZ*	Walnut Creek, CA	Naperville, IL*
Carlsbad, CA	Arvada, CO	Olathe, KS
Concord, CA	Centennial, CO	Overland Park, KS
Livermore, CA	Lakewood, CO	Worcester, MA
Mountain View, CA	Thornton, CO	Rockville, MD
Rancho Cordova, CA	Westminster, CO	Farmington Hills, MI
Sunnyvale, CA*	Sandy Springs, GA	Bellevue, WA*

Demographics

Geographic distribution



Responses by Council District



Respondent profile

Gender

Female	52%
Male	48%

Housing Status

Own	69%
Rent/other	31%

Employment Status

Full-time	56%
Part-time	13%
Not employed	32%

Length of Residency

Less than 2 years	13%
2-5 years	16%
6-10 years	12%
11-20 years	19%
More than 20 years	41%

Respondent profile

Children under Age 17

No	75%
Yes	25%

Age 65+ Adults

No	70%
Yes	30%

Race*

White	87%
Black/African American	5%
Asian	5%
American Indian	2%
Other	5%

*Total exceeds 100% as respondents could select more than one option.

Respondent profile

Age

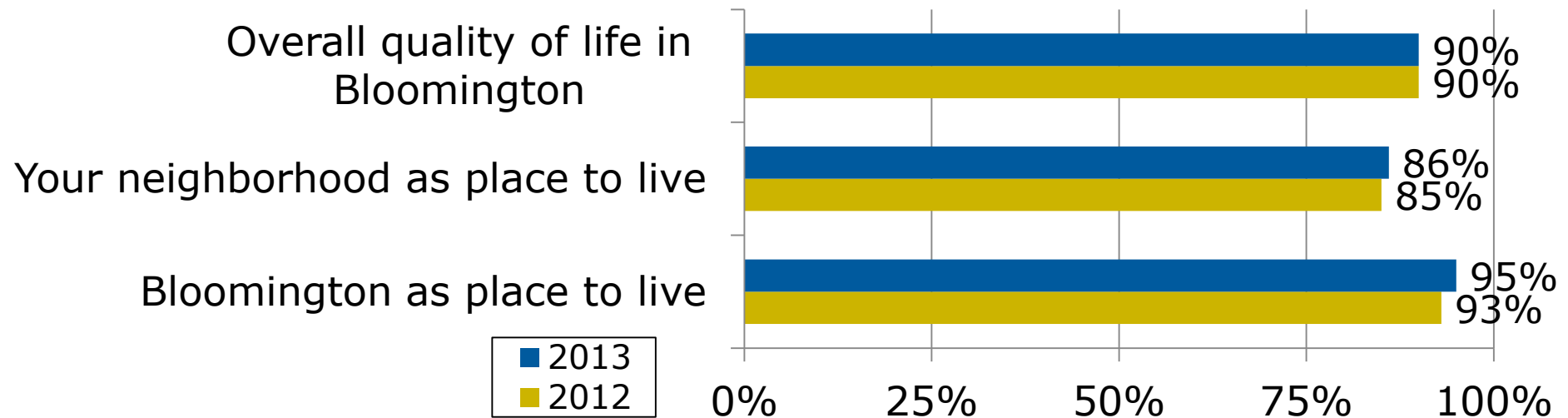
18-24 years	4%
25-34 years	21%
35-44 years	11%
45-54 years	23%
55-64 years	16%
65-74 years	11%
75 years+	14%

Household Income

Less than \$24,999	14%
\$25,000-\$49,999	28%
\$50,000-\$99,999	36%
\$100,000-\$149,999	13%
\$150,000 or more	9%

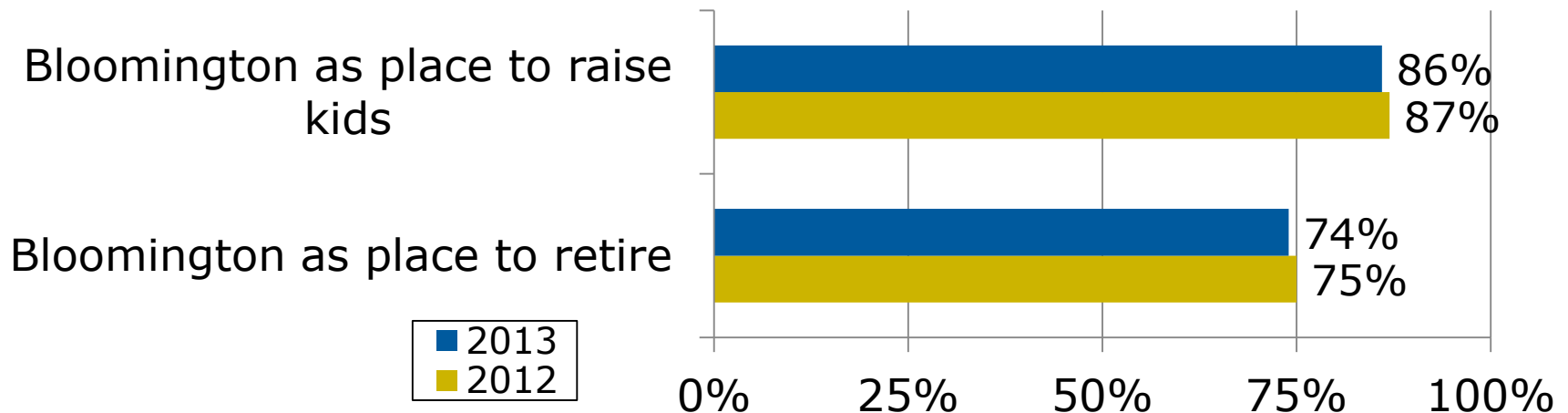
Survey Highlights

Quality of life in Bloomington



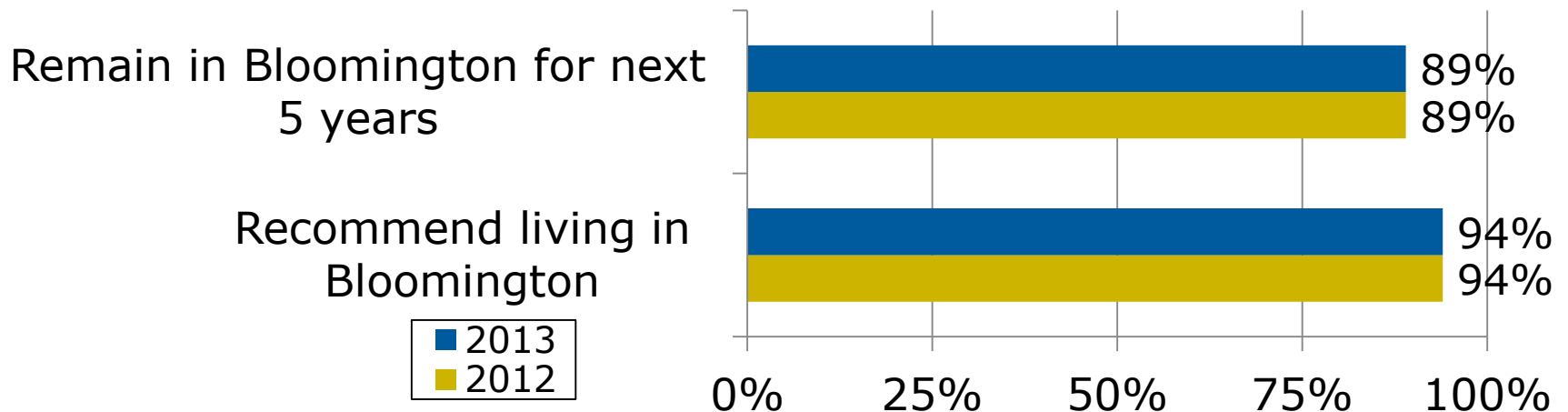
Benchmark comparisons	National 2013	National 2012	Peers 2013	Peers 2012
Bloomington as place to live	Much above	Much above	Above	Above
Your neighborhood as place to live	Much above	Much above	Similar	Similar
Overall quality of life in Bloomington	Much above	Much above	Above	Much above

Quality of life in Bloomington



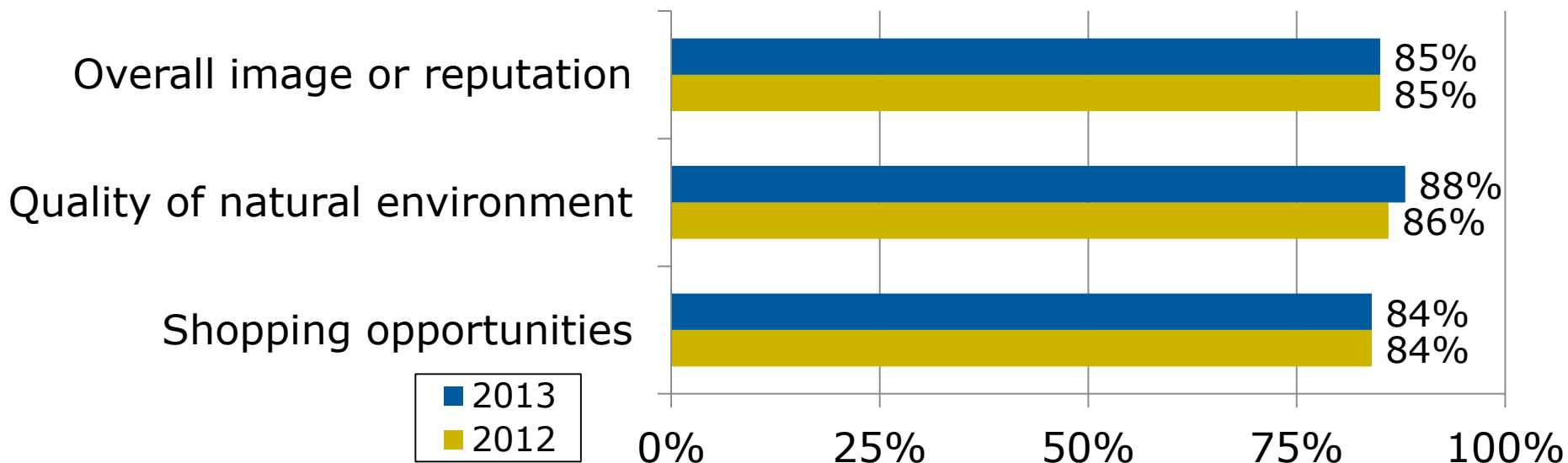
Benchmark comparisons	National 2013	National 2012	Peers 2013	Peers 2012
Bloomington as place to raise kids	Much above	Much above	Above	Above
Bloomington as place to retire	Much above	Much above	Much above	Much above

Quality of life in Bloomington



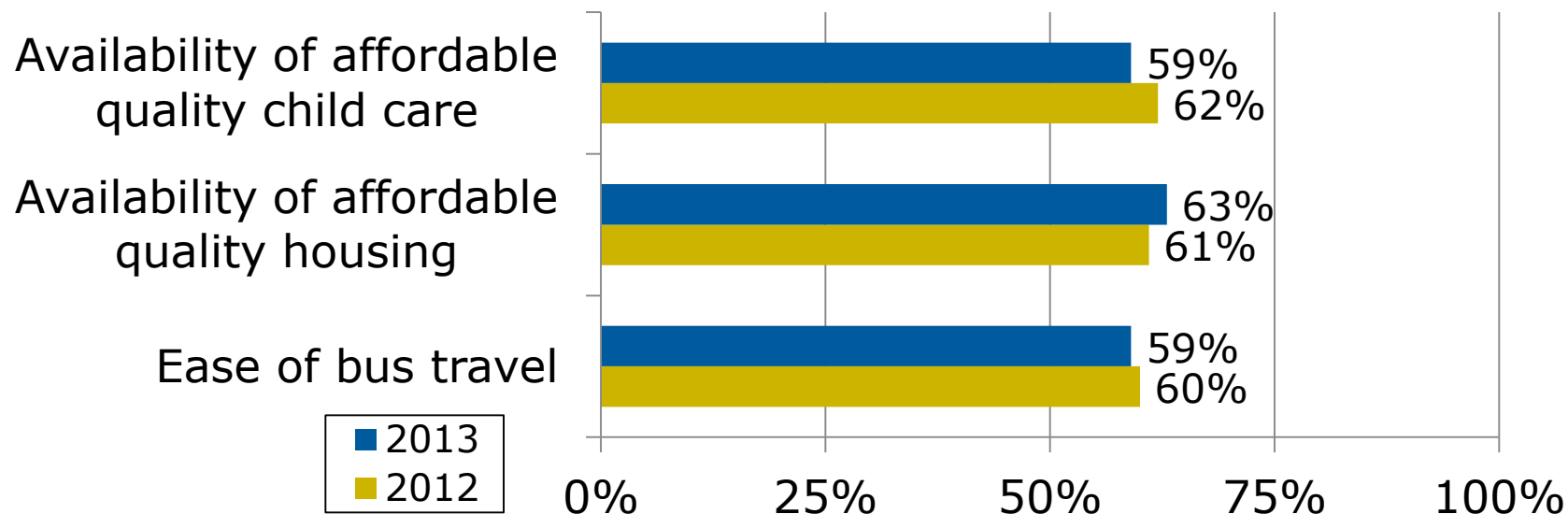
Benchmark comparisons	National 2013	National 2012	Peers 2013	Peers 2012
Remain in Bloomington for next 5 years	Much above	Much above	Above	Much above
Recommend living in Bloomington	Much above	Much above	Above	Above

Most positive characteristics



Benchmark comparisons	National 2013	National 2012	Peers 2013	Peers 2012
Overall image	Much above	Much above	Above	Much above
Quality of natural environment	Much above	Much above	Much above	Much above
Shopping opportunities	Much above	Much above	Much above	Much above

Least positive characteristics

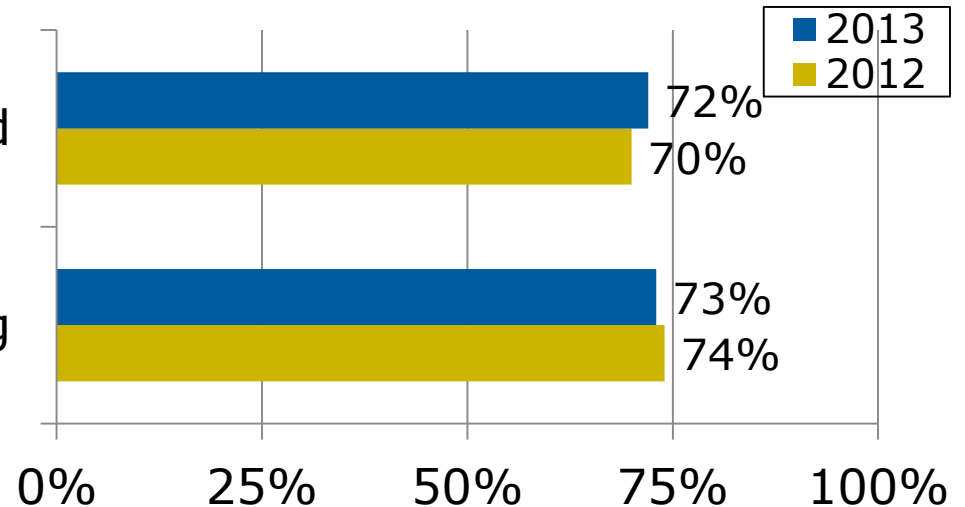


Benchmark comparisons	National 2013	National 2012	Peers 2013	Peers 2012
Availability of affordable quality child care	Much above	Much above	Much above	Much above
Availability of affordable quality housing	Much above	Much above	Much above	Much above
Ease of bus travel	Much above	Much above	Much above	Much above

Public trust

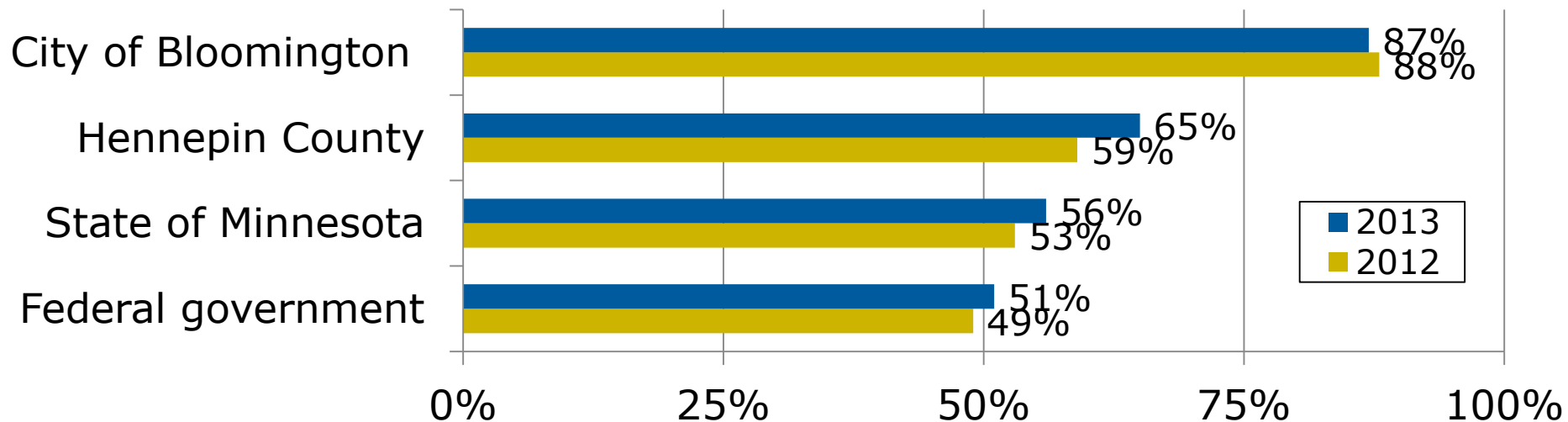
Value of services for taxes paid

Overall direction City is taking



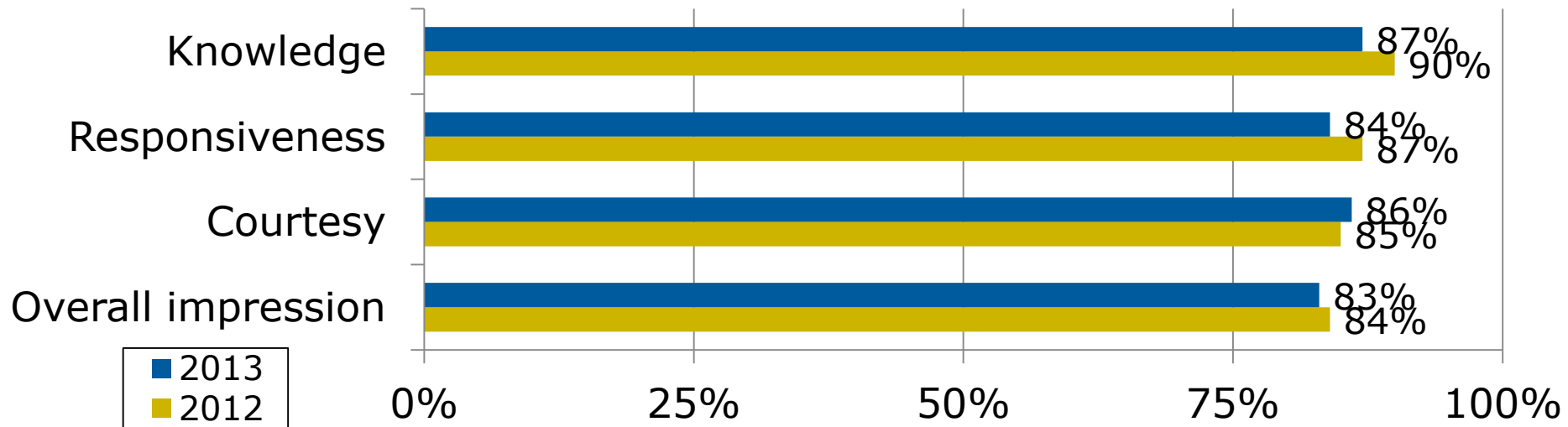
Benchmark comparisons	National 2013	National 2012	Peers 2013	Peers 2012
Value of services for taxes paid	Much above	Much above	Much above	Much above
Overall direction City is taking	Much above	Much above	Much above	Much above

Public trust



Benchmark comparisons	National 2013	National 2012	Peers 2013	Peers 2012
City of Bloomington	Much above	Much above	Much above	Much above
Hennepin County	Much above	Much above	Much above	Much above
State of Minnesota	Much above	Much above	Much above	Much above
Federal government	Much above	Much above	Much above	Much above

City employees

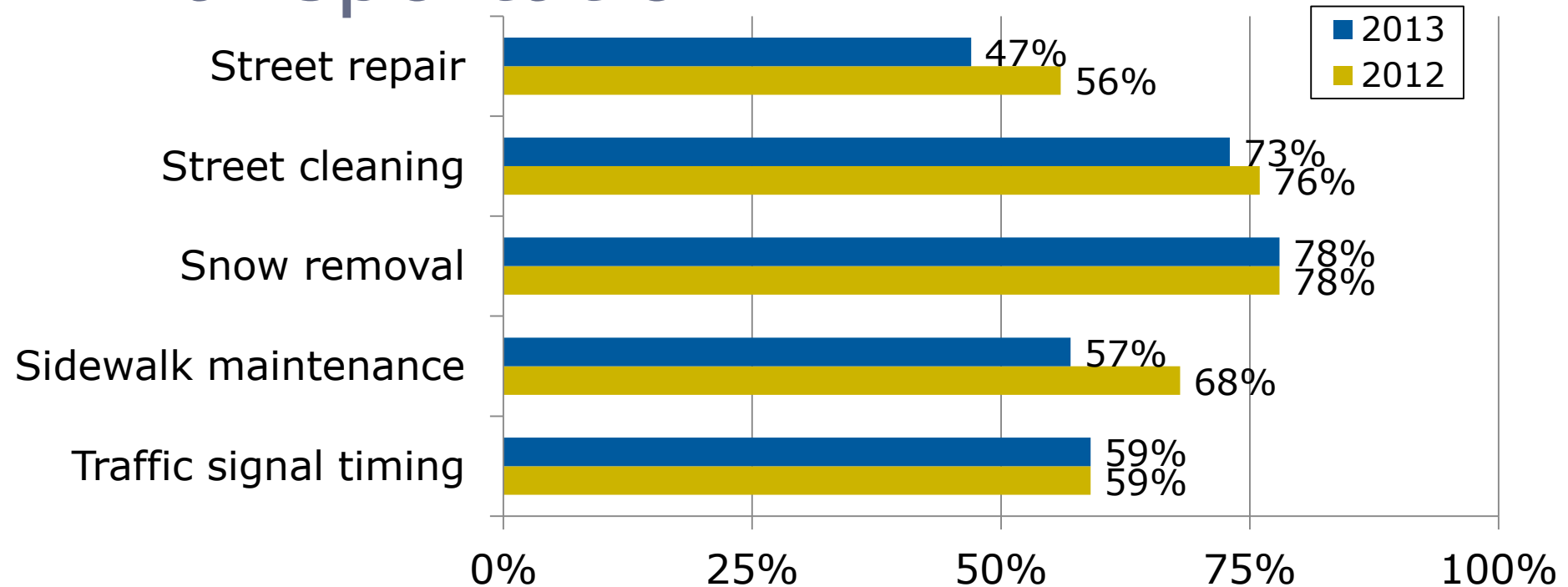


Benchmark comparisons	National 2013	National 2012	Peers 2013	Peers 2012
Knowledge	Much above	Much above	Much above	Above
Responsiveness	Much above	Much above	Much above	Much above
Courteousness	Much above	Much above	Above	Similar
Overall impression	Much above	Much above	Much above	Much above

Peer cities rankings

Service	2013	2012
Knowledge	3	3
Responsiveness	4	5
Courteousness	5	6
Overall impression	4	3

Transportation

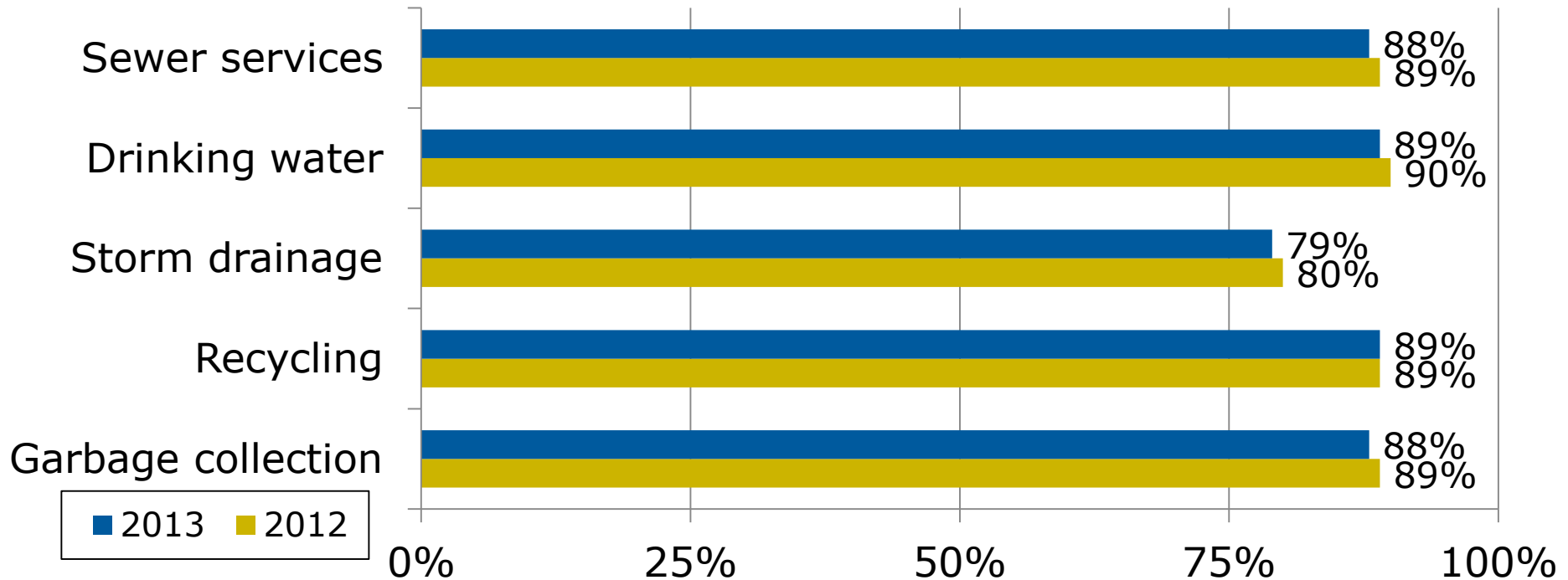


Benchmark comparisons	National 2013	National 2012	Peers 2013	Peers 2012
Street repair	Similar	Much above	Much below	Similar
Street cleaning	Much above	Much above	Above	Much above
Snow removal	Much above	Much above	Much above	Much above
Sidewalk maintenance	Similar	Much above	Below	Much above
Traffic signal timing	Much above	Much above	Much above	Much above

Peer cities rankings

Service	2013	2012
Street repair	14	7
Street cleaning	4	2
Snow removal	2	1
Sidewalk maintenance	10	4
Traffic signal timing	2	3

Utilities

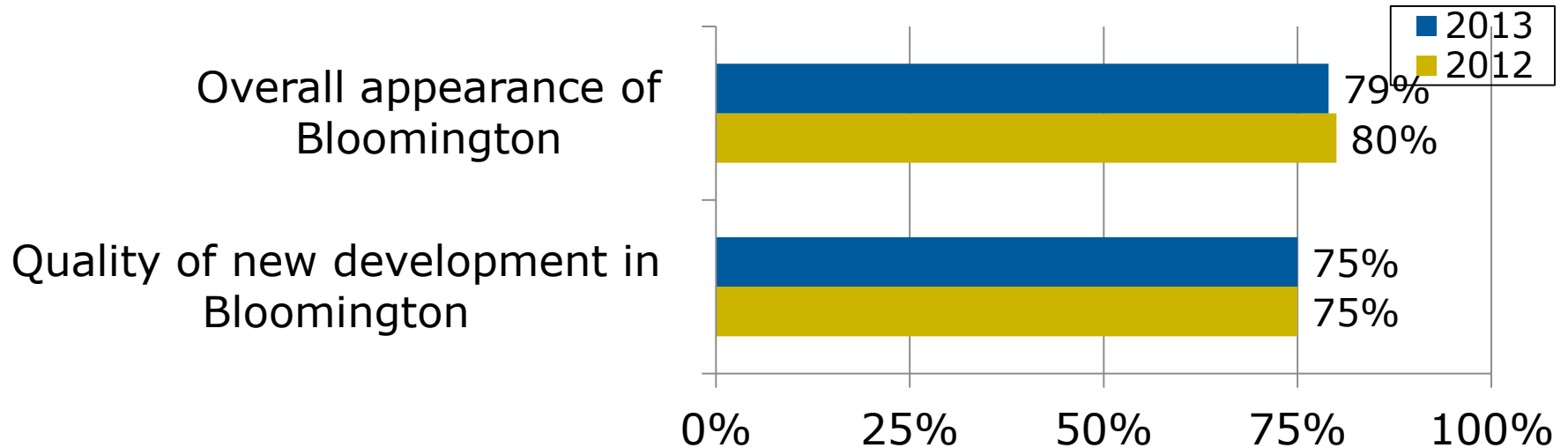


Benchmark comparisons	National 2013	National 2012	Peers 2013	Peers 2012
Sewer services	Much above	Much above	Much below	Much above
Drinking water	Much above	Much above	Much above	Much above
Storm drainage	Much above	Much above	Much above	Much above
Recycling	Much above	Much above	Much above	Much above
Garbage collection	Above	Much above	Similar	Above

Peer cities rankings

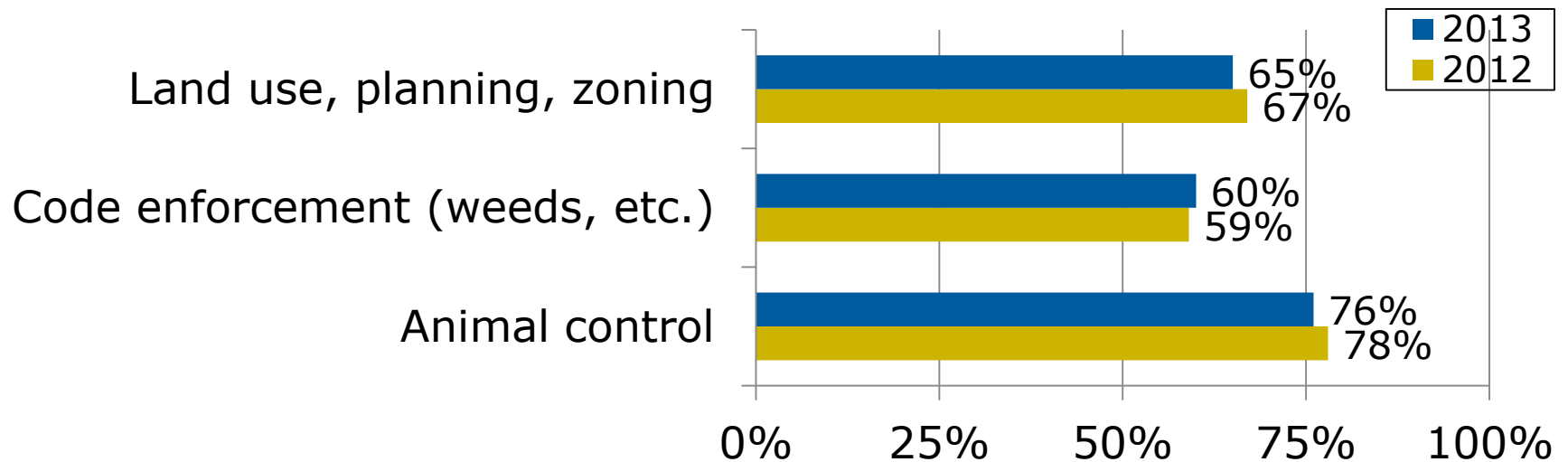
Service	2013	2012
Sewer services	1	1
Drinking water	1	1
Storm drainage	2	1
Recycling	6	2
Garbage collection	7	5

Community appearance



Benchmark comparisons	National 2013	National 2012	Peers 2013	Peers 2012
Overall appearance of Bloomington	Much above	Much above	Similar	Above
Quality of new development in Bloomington	Much above	Much above	Above	Much above

Code enforcement



Benchmark comparisons	National 2013	National 2012	Peers 2013	Peers 2012
Land use, planning, zoning	Much above	Much above	Much above	Much above
Code enforcement	Much above	Much above	Above	Above
Animal control	Much above	Much above	Above	Much above

Peer cities rankings

Service	2013	2012
Land use, planning, zoning	2	2
Code enforcement	5	6
Animal control	3	1

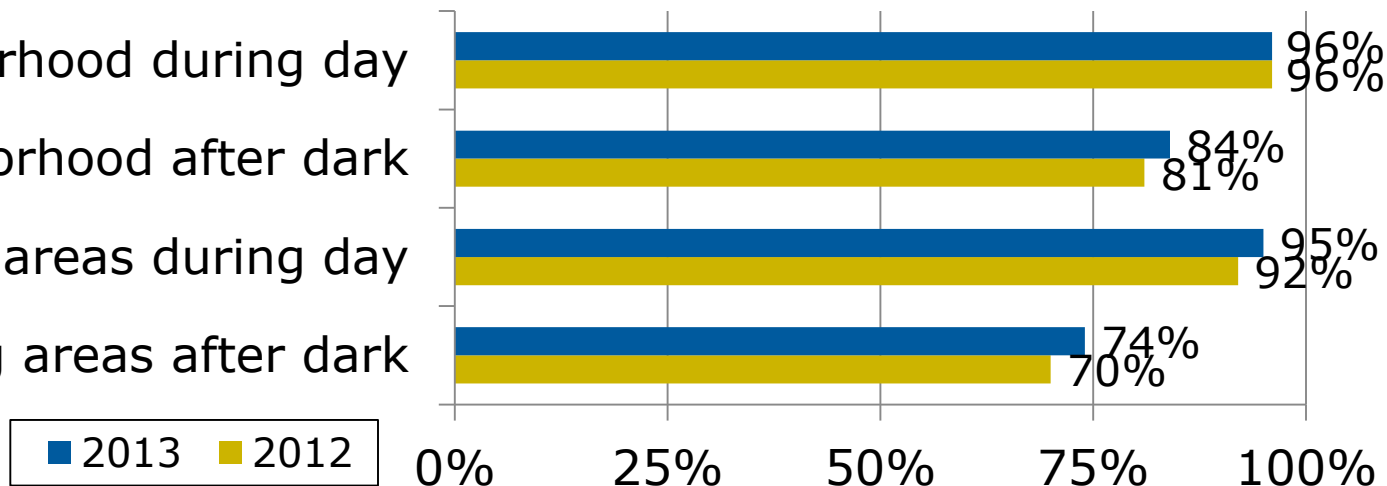
Public safety

In your neighborhood during day

In your neighborhood after dark

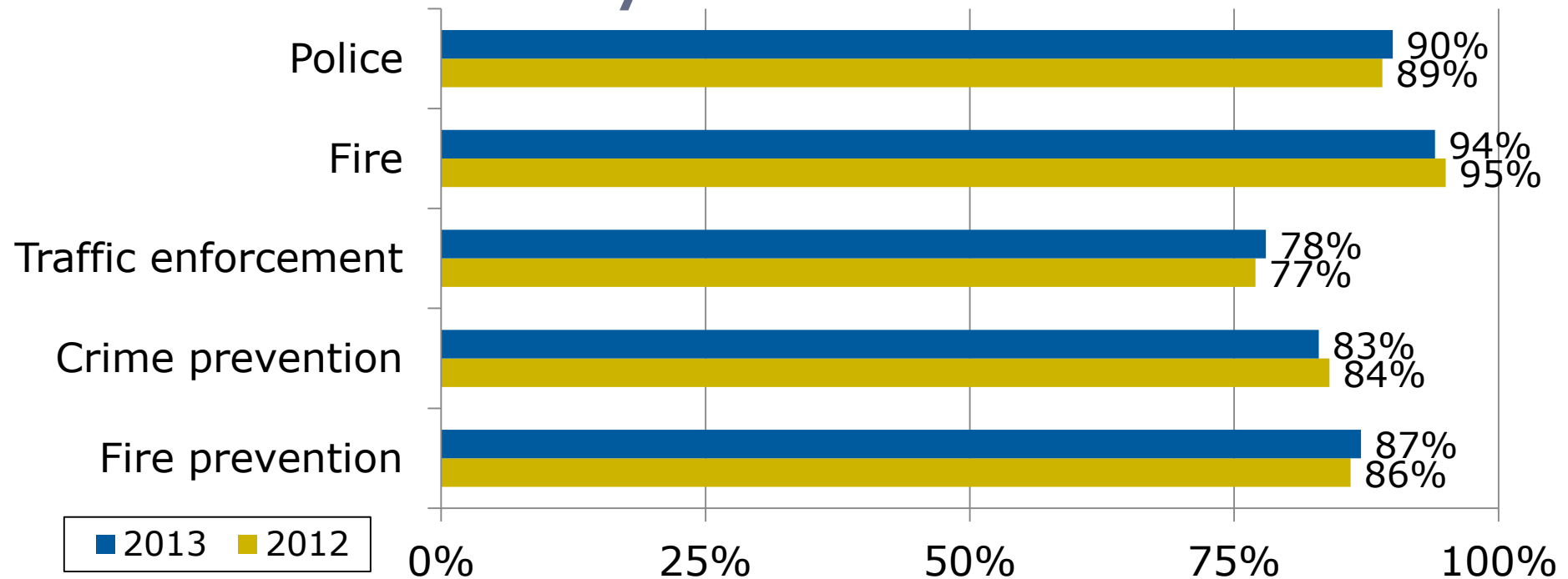
In shopping areas during day

In shopping areas after dark



Benchmark comparisons	National 2013	National 2012	Peers 2013	Peers 2012
In neighborhood during day	Much above	Much above	Much above	Much above
In neighborhood after dark	Much above	Much above	Much above	Much above
In shopping areas during day	Much above	Above	Above	Much above
In shopping areas after dark	Much above	Much above	Much above	Much above

Public safety

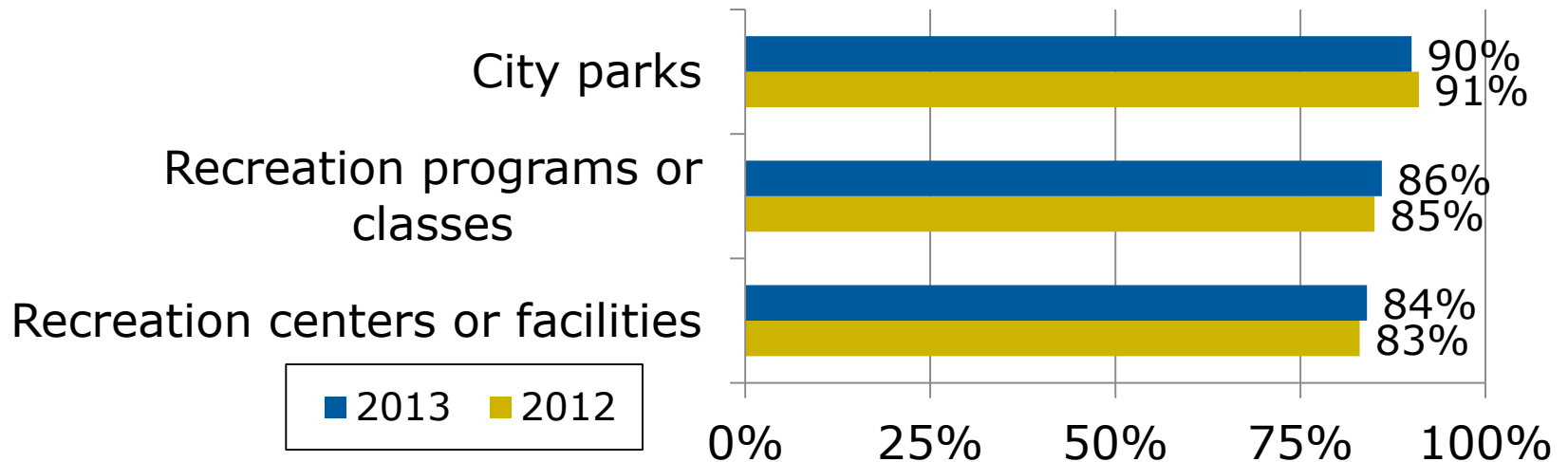


Benchmark comparisons	National 2013	National 2012	Peers 2013	Peers 2012
Police	Much above	Much above	Much above	Much above
Fire	Much above	Much above	Much above	Much above
Traffic enforcement	Much above	Much above	Much above	Much above
Crime prevention	Much above	Much above	Much above	Much above
Fire prevention	Much above	Much above	Much above	Much above

Peer cities rankings

Service	2013	2012
Police	3	3
Fire	5	2
Traffic enforcement	2	2
Crime prevention	3	3
Fire prevention	3	3

Parks and recreation

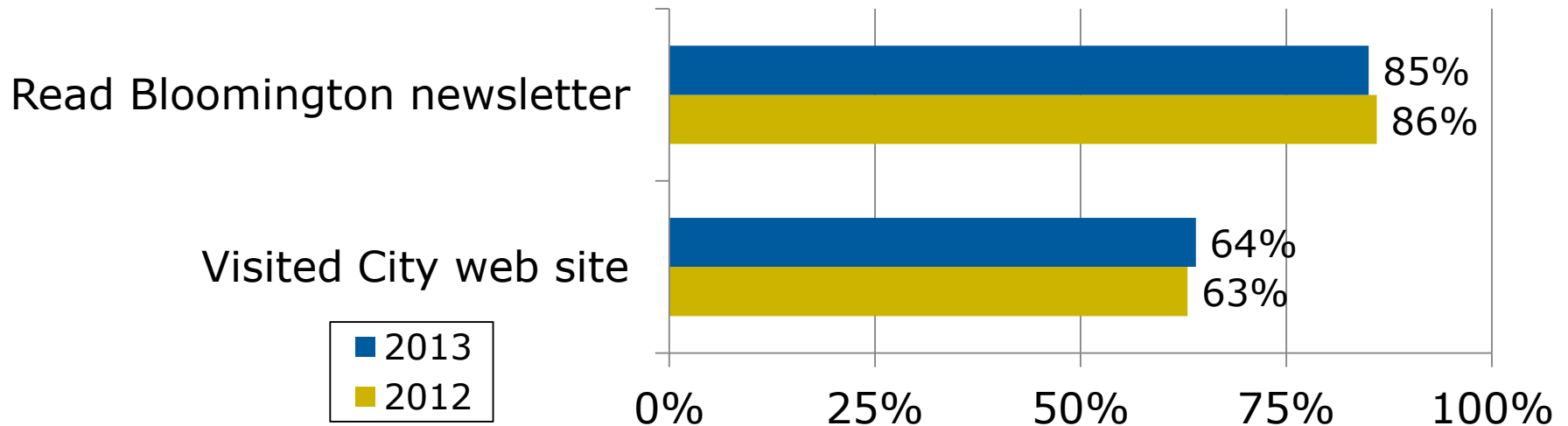


Benchmark comparisons	National 2013	National 2012	Peers 2013	Peers 2012
City parks	Much above	Much above	Above	Much above
Recreations programs or classes	Much above	Much above	Above	Above
Recreation centers or facilities	Much above	Much above	Similar	Similar

Peer cities rankings

Service	2013	2012
City parks	4	3
Recreation programs or classes	6	4
Recreation centers or facilities	9	9

Sources of information



Benchmark comparisons	National 2013	National 2012	Peers 2013	Peers 2012
Read Bloomington newsletter	Much more	Much more	Much more	Much more
Visited City's web site	More	More	Similar	Similar

Overall Quality of City of Bloomington Services

Community Design

Planning and zoning

Code enforcement

Economic development

Sidewalk maintenance

Street lighting

Animal control

Street repair

Snow removal

Street cleaning

Traffic signal timing

Recreation and Wellness

City parks

Recreation programs

Recreation facilities

Health services

Public schools

Civic Engagement

Cable television

Public information

Environmental Sustainability

Drinking water

Garbage collection

Preservation of natural areas

Recycling

Sewer services

Storm drainage

Public Safety

Emergency preparedness

Traffic enforcement

EMS

Police services

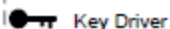
Fire services

Legend

Above Benchmark

Similar to Benchmark

Below Benchmark



Key Driver



Rating increase

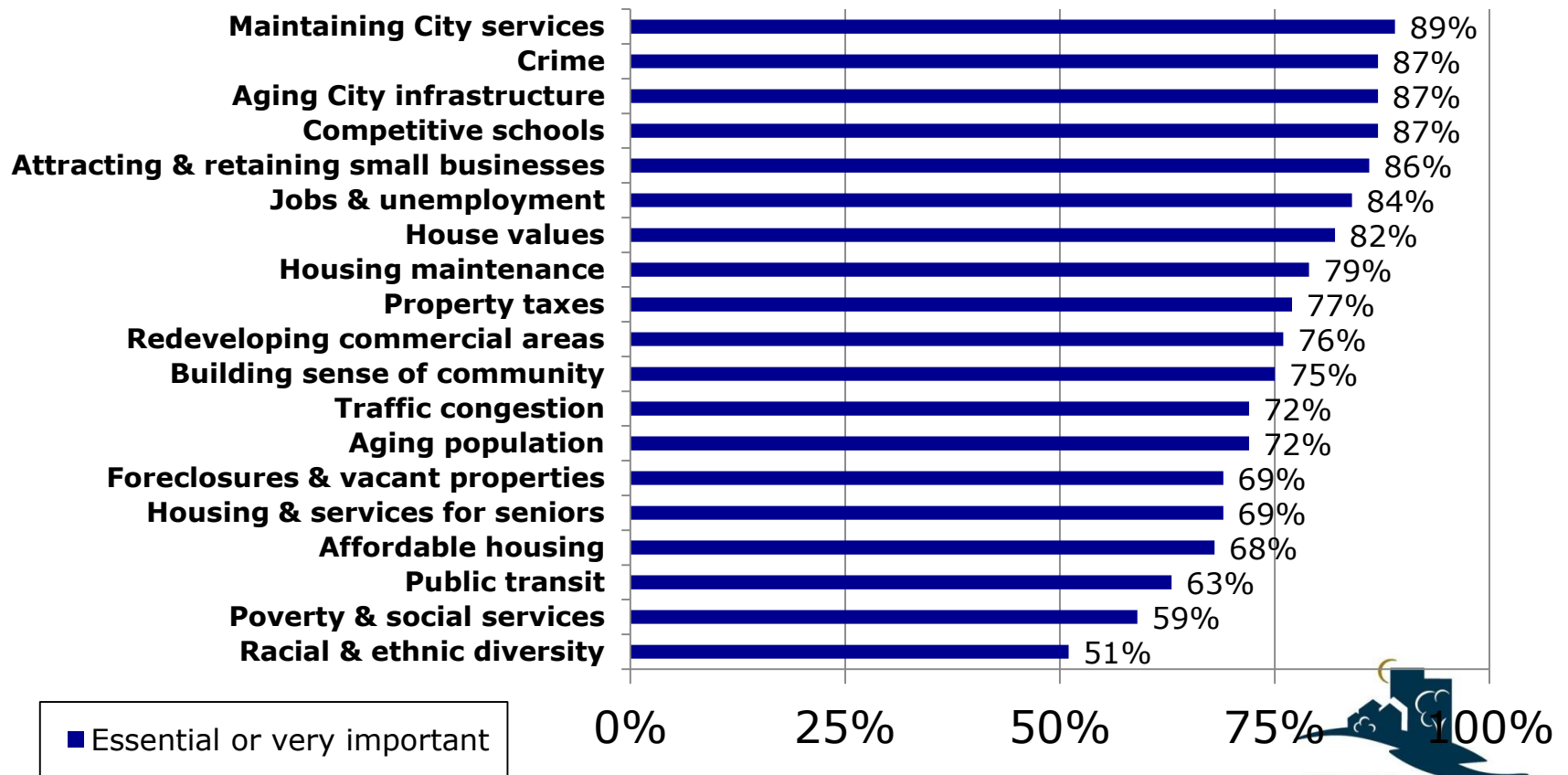


Rating decrease

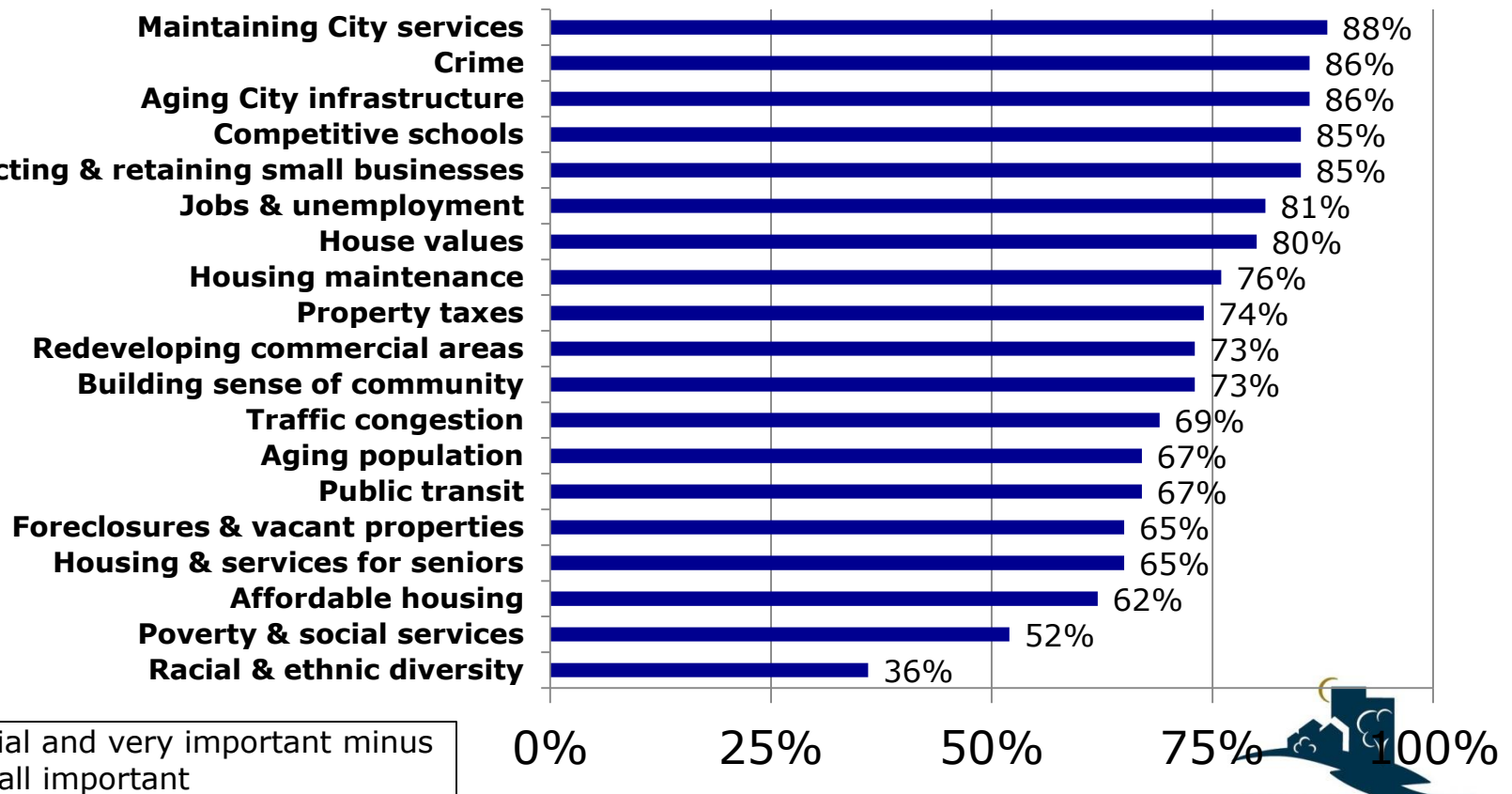


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ESOTA

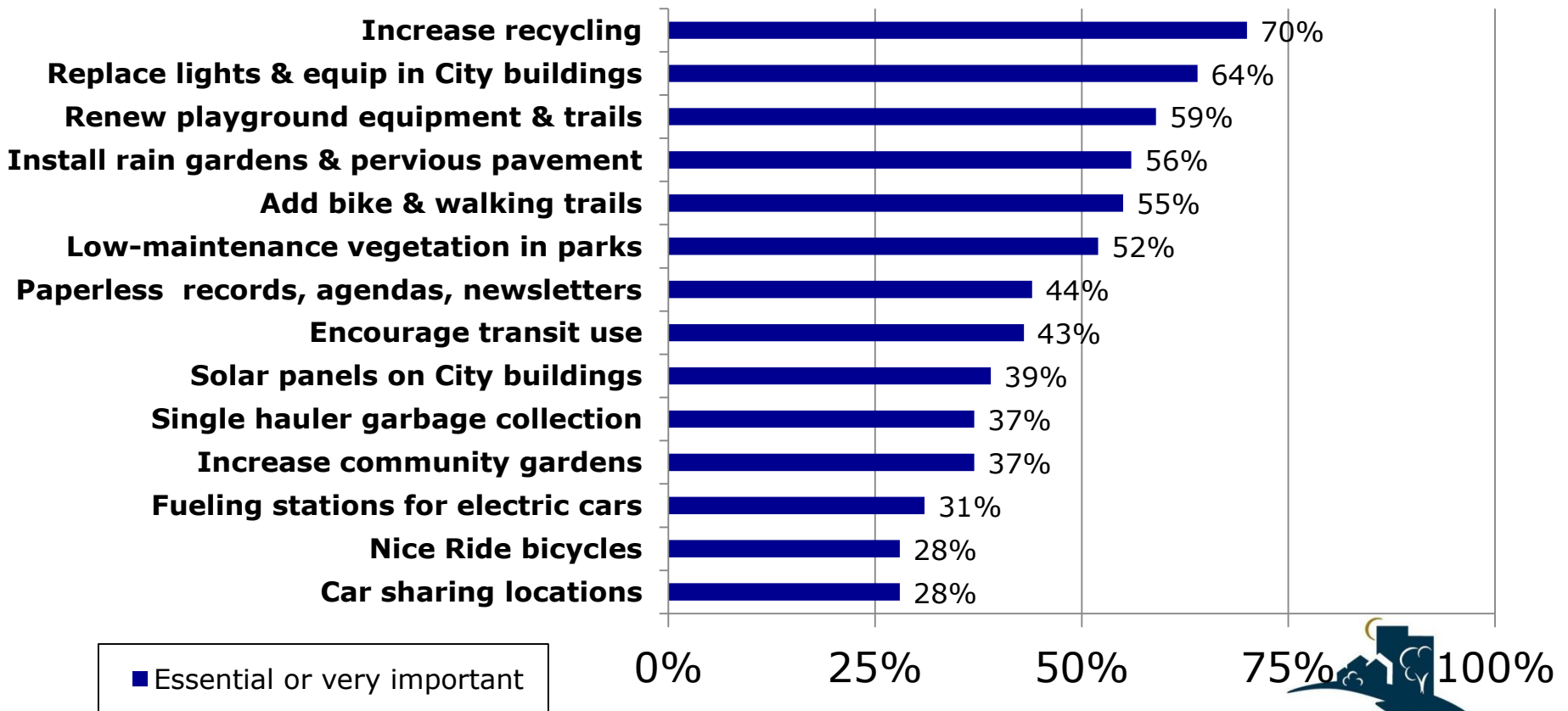
How important is it for the City to address the following over the next 5 years?



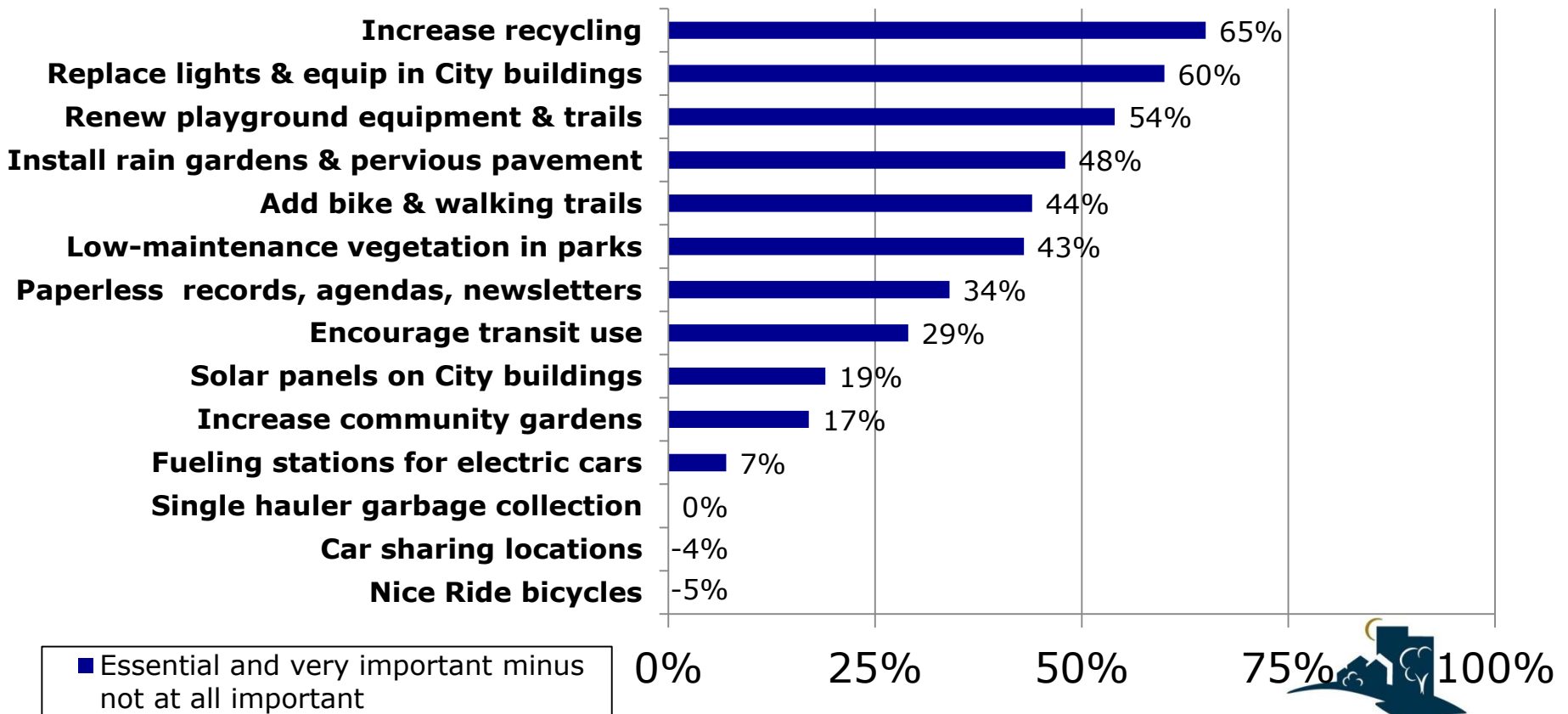
How important is it for the City to address the following over the next 5 years?



How important is it for the City to carry out these sustainable practices?



How important is it for the City to carry out these sustainable practices?



Next steps

- Already incorporated results into performance measures report to State Auditor.
- Utilize data for 2014 tiered services and strategic budgeting.
- Cross-tabulate data by demographic and geographic survey results.
- Publicize survey results.
- Include survey in 2014 budget



Questions?

Diann Kirby

City of Bloomington

952-563-8717

dkirby@ci.bloomington.mn.us